

Navy Reserve News Service 039/04 (June 22, 2004) – 5 Stories

Support to the Fleet . . . Ready and Fully Integrated

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Support to the Fleet . . . Ready and Fully Integrated

NRNS03904-01. Rear Adm. Belisle retires

By JO2 Jennifer Valdivia, Naval Reserve Readiness Command Southeast

JACKSONVILLE, Fla. — “She served right along with me,” said Rear Adm. Kenneth C. Belisle as he described his wife, Ginger’s, support during his 37-year Naval career. He credited her and their three sons as being the main reason he has had such a rewarding career in the Navy. “She’s my loving wife, my life partner, my best friend, my proverbial rock. And I have three of the most supportive sons ever. Am I lucky, or what?”

Belisle, a Jacksonville resident, retired in a ceremony onboard Naval Air Station (NAS) Jacksonville June 16 with more than 100 shipmates present.

"Last but not least, " he said as he cited his wife and three sons as one of the three things he believes led him to achieve his current rank and be a successful naval officer – role models, dynamic leaders, and his family.

He said his mother and father were his role models. His father, who was sitting in the front row of the audience, stood on Omaha Beach in Normandy, France, 60 years ago. Said Belisle, “The first time I ever saw my father in uniform, I knew I wanted to join the military.”

Rear Adm. Belisle's dynamic leaders included his second commanding officer. "He taught me how to lead by example and that it's important to know your shipmates. And I can only hope in some small way I have influenced the lives or careers of some of my Sailors," Belisle added.

Commander, Naval Reserve Force, Vice Adm. John G. Cotton was the guest speaker at the retirement ceremony. He said he has known Belisle for over 20 years in both the military and civilian sectors.

"His efforts from when he first took his oath up until now have never wavered," said Cotton. "This gentleman has served, and re-served, and re-served. And, at the close of his career, all I can do is issue a thank you," said Cotton.

During the ceremony, Belisle offered Sailors the following advice. "There are many highs and many lows in everyone's career, but it's how you deal with those and what you ultimately take away from them that matters," Belisle said.

Rear Adm. Belisle started his Navy journey at the U.S. Naval Academy, where he graduated in 1967. A year later he became a designated Naval Aviator and transferred to NAS Patuxent River, Md. He participated in operational deployments to Bermuda, Newfoundland, Spain, and the Azores when he qualified as a patrol plane commander, mission commander, and instructor pilot in the P-3A Orion aircraft. In 1972, he was assigned to Patrol Squadron THIRTY (VP-30) as an instructor pilot.

Rear Adm. Belisle was accepted into the Training and Administration of Reserves (TAR) Program in 1974 and was assigned to NAS Willow Grove, Pa. He subsequently transferred to VP-66 where he assumed the duties of assistant operations officer. In 1978, he reported to Jacksonville-based VP-16, where he served as safety officer, training officer, and officer in charge of the squadron's South American detachment in support of UNITAS XX, a major multinational exercise involving nine South American nations.

After his release from active duty in 1980, Rear Adm. Belisle affiliated with Squadron Augment Unit VP-0516 where he served as Reserve P-3C training program coordinator, directing a pilot program, which led to the establishment of the VP Master Augment Units. In 1983, he transferred to VP-92 at NAS South Weymouth, Mass., where he assumed the duties of executive officer. In October 1984, he became the squadron's tenth commanding officer.

Returning to Jacksonville in 1985, he reported to Volunteer Training Unit (VTU) 7474, serving as training officer and chief staff officer. In 1987, he became commanding officer of Naval Reserve Helicopter Antisubmarine Wing 0174. He subsequently served as commanding officer of Naval Reserve Mobile Maintenance Facility ALFA, NAS Jacksonville 0274, VTU-7474, and Naval Reserve Carrier Group 0667. From October 1995 to September 1997, he served as chief of staff, Logistics Task Force, Atlantic, Commander in Chief, U.S. Atlantic Fleet, Norfolk, Va.

Rear Adm. Belisle's flag assignments include deputy, Maritime Defense Forces, Atlantic; deputy commander, Patrol Wings, Atlantic; commander, Naval Base Jacksonville; deputy, Commander, Fleet Air Mediterranean/Commander, Task Force 67; deputy J3, U.S. European Command; vice J9, U.S. Joint Forces Command; and commander, Naval Reserve Readiness Command Southeast.

His military decorations include the Defense Superior Service Medal, Meritorious Service Medal, Joint Service Commendation Medal, and the Navy Commendation Medal.

Rear Adm. Belisle is a commercial pilot employed by Northwest Airlines

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NRNS03904-02. Reservists strengthen surge capability on Pearl Harbor waterfront

By Sean Hughes, Pearl Harbor Naval Shipyard Public Affairs

PEARL HARBOR, Hawaii — As active duty and reserve Sailors fight the new world's wars together overseas, they also serve critical jobs closer to home.

On the waterfront at Pearl Harbor Naval Shipyard, they prepare the Navy's surge-capable surface and submarine forces to go into harm's way.

At the shipyard approximately 800 active duty uniformed personnel serve next to over 4,200 civilians (many of whom are reservists themselves), while another 300 Naval Reserve Officers and Enlisted personnel perform their two weeks of annual Active Duty Training (AT) in various Shipyard shops, codes, and projects throughout the year.

"It's not a drill weekend force; it's an operational support, 'get-to-your-supported command'-type force," said Vice Adm. John Cotton, commander of the Naval Reserve, in a recent interview with Proceedings Magazine.

"The Naval Reserve needs to be thought of as one system of the Navy, not a separate and unequal force as it has been in the past, with separate politics, equipment, funding, and policies," he said. "We have to put together a human resources strategy that is a continuum of service."

This strategy equates to about 3,600 additional "man-days" of training per year for Pearl Harbor Naval Shipyard alone. The yard accounts for its labor costs in terms of each "man-day," or each person's full day of work on a particular project. This reservist training helps the yard's bottom line, the reservists, and the Navy.

"The bottom line here is surge capability," said Capt. Frank Camelio, shipyard commander. "We have to look at all our available resources to make sure we are ready to provide a flexible, skilled workforce, sized based to the needs of the Navy's operational commanders."

In a formal agreement between the shipyard and the Hawaii Federal Employees Metal Trades Council, AFL-CIO, Naval Reservists provide this "national resource." The agreement notes that the goal of Shipyard reserve integration "is to train Naval Reservists to be familiar and have actual work experience with the Naval submarine and / or ship maintenance and repair" to support the command's mission.

"We want support from Hawaii resident reservists and others to augment our workforce during peak (workload) periods," said Dave Stock, the Shipyard's operations planning manager, and a retired Naval Reserve Captain. "This is in conjunction with the national effort to apply specific qualified reserve assets where and when possible at all Naval Shipyards to support surge in response to the Fleet Response Plan."

With training and augmentation as the major objectives of the shipyard's formal agreement, real-world waterfront support and training applies to a variety of assignments in shipyard operations, quality assurance, engineering, safety, information technology and more. Incoming reservists may take over an active shipyard position for two weeks during someone's absence, analyze shipyard business processes, provide training, or, in the case of many enlisted reservists, even augment the waterfront mechanics in the regional maintenance of Pacific Fleet Navy ships and submarines.

"Many of the enlisted reservists are prior active duty and bring a wealth of experience from their in-rate skills, as well as from their civilian experience and background," said Stock.

Most Naval Reserve officers performing Annual Training (AT) at the Shipyard are Engineering Duty Officers (EDOs). Their technical and management background -- as well as their Navy and private industry experience -- enhance Shipyard operations.

“Reservists provide valuable insight and at times a fresh set of eyes into our processes and procedures,” said Capt. Frank Camelio, Shipyard commander. “EDOs are selected and assigned to us via a Naval Sea Systems Command (NAVSEA) application program.”

In coordination with Shipyard leadership and NAVSEA, EDOs may be assigned to support any department within the Yard, including areas in production, quality assurance, engineering, and planning. They may also support Lean Sigma, waterfront, or Theory of Constraints projects, depending on their expertise and the needs of the Shipyard.

Capt. Benjamin Alba, a returning reservist to the Shipyard since 1997, is standing in for Assistant Operation Officer Cmdr. Charles Kliever, in his temporary absence. Alba said his duties as the acting maintenance officer for submarines here are similar in many ways to his civilian job as an electrical engineer with Bonneville Power Administration, a Department of Energy facility in the Pacific Northwest.

“It’s still generally about managing money, people and projects,” Alba said. “Cost, schedule and quality are the key focus. Sometimes I just need a dictionary to keep track of the different acronyms.”

Alba said the success of the reservist program at the Shipyard is a credit to certain individuals at the command, and their coordination of command needs. “Dave Stock and Chief Carey work tightly together to determine who goes where,” he said. Also noted was Capt. (Sel.) Dan Achcraft, USNR, Pearl Harbor program manager for NAVSEA projects.

To help Naval Reservists prepare for their training at the Shipyard, Chief Electronics Technician (Submarine Warfare) Martin Carey, the command’s reserve coordinator, established a program to make life easier for reservists coming aboard.

He set up a user-friendly web site for reservists who visit Pearl Harbor from across the country that includes information on applying for training opportunities, reporting aboard procedures, and what to expect while at Pearl Harbor.

“After we built the web site, with all the included electronic forms and links to sites reservists really need, the increase in reservist interest nearly quadrupled,” Carey said.

“His reserve admin process has been praised and recognized by the reservists as the best, bar none, of any activity anywhere around,” Stock said. “His program helps the reservists get here and do what they came to do: be a key part of the Navy.”

“The vision of the Naval Reserve is simple and fundamental: ‘Support to the fleet, ready and fully integrated,’” Cotton said. “Our objective is to become a relevant component of an integrated Navy operational force.”

That integration relevancy is thriving on the Pearl Harbor waterfront, where active duty and reserve Sailors join Navy civilians to keep the Pacific Fleet “Fit to Fight.”

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NRNS03904-03. Ready to go anywhere and do anything

By: Lt. Kevin West, Command Naval Reserve Force Public Affairs

SARAJEVO, Bosnia-Herzegovina — Working “outside the wire” is not a term a human resource manager with the Oregon Department of Transportation (O-DOT) normally hears. For Lt. Cmdr. Brian Burleigh, it’s business as usual.

Stationed at Camp Butmir, near Sarajevo, Bosnia-Herzegovina, working “outside the wire,” Burleigh job routinely takes him outside the camp to seize papers, videotapes, computer records – anything that might be valuable to counter terrorist operations and plans or lead to arresting Persons Indicted For War Crimes (PIFWCS) from the conflict in the former Yugoslavia.

The 49 year-old intelligence officer from Bend, Ore., is an intelligence officer from Navy Criminal Investigative Service 2422 at NAS Whidbey Island, Wash., on a six-month recall. He received his current six-month assignment as Document and Computer Exploitation (DocEx) Chief under the Presidential Reserve Call-up (PRC). His fourth recall in a 28-year Navy career that began as a Cryptologic Technician Seaman Portuguese linguist following completion of basic training in San Diego.

“This is the last one for me [before retirement],” Burleigh said. “I wanted to contribute one more time in a meaningful way while I was still in uniform.”

According to Burleigh, he originally affiliated with the Naval Reserve off active duty to receive educational benefits of the original GI Bill, but came to realize his job as a Reservist gave him a sense of accomplishment he couldn’t get at his civilian job.

“What I do in the civilian world with O-DOT is important – don’t get me wrong,” said Burleigh. “But this is where it’s at – contributing to the big picture.”

Intel doesn’t often garner a lot of publicity. It’s that way by its very nature. But Burleigh says what he does is personally rewarding.

“There’s tremendous pressure on the intel community because terrorists only have to guess right once. We have to be right all the time,” said Burleigh.

Operations outside the wire don’t always produce material. Targets aren’t just chosen out of the blue; they’re based on “intel take” and credible reporting. However, Burleigh acknowledges intelligence is mostly ‘best estimates.’

Burleigh admits he’s still learning at Camp Butmir and there’s a constant learning curve and describes his tour of duty as very enriching.

Burleigh describes the Bosnian people as hard workers and the area surrounding Camp Butmir is the area used in 1984 was the Olympic venue for skiing – might very well be a national park if it was in the United States.

His relief arrives at the end of June for a two-week turnover. He is confident his relief will be able to carry on the work he has done with no problem.

“We’ve got dedicated, smart people working with the U.S. intelligence community,” he said, adding, “They’re quick learners and fast on their feet, ready to go anywhere and do anything. With the talent here, America is in good hands.”

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NRNS03904-04. One Navy will mean one ad firm for the Navy and Naval Reserve

BY JO2 Barrie Barber, Naval Reserve Center Detroit

WARREN, Mich. — The U.S. Naval Reserve will integrate with the active-duty U.S. Navy not just on the high seas but now in a new campaign — recruitment advertising.

The ad agency responsible for showing Navy Sailors' adventures on, under and above the high seas in TV commercials, radio and print ads will take over Naval Reserve advertising later this year, according to Barbara Hays, senior vice president and marketing supervisor at Detroit-area based Campbell-Ewald.

The ad firm, which counts among its clients Chevrolet and the U.S. Postal Service, has already asked Sailors at Naval Reserve Center Detroit what messages they want to get out about their service.

The ad firm's inquiry reaffirmed that while many young adults join for a job, education and training. Veterans tend to put their uniforms back on out of one motivation — service to country.

"Reservists tend to join because of patriotism," said Kathleen Donald, senior account executive overseeing the agency's "arsenal" of Navy ads.

The Warren, Mich., firm will use what it's learned and expertise it's honed through five years of targeted advertising at young adults to commission a reserve-oriented campaign. It's still drafting the final product.

To help keep a more than 200-year-old brand hip to the young, Campbell-Ewald enlists in its ads the challenge, pride and benefits of serving in a Navy uniform, and jazzes up commercials with the pumping rock beat of the band Godsmack and the catchy slogan "Accelerate your life."

"We have one of the oldest brands if not the oldest brand in the country and our job is to market it to the youngest, hippest group in the country," Hays said.

The ads highlight active-duty Navy patriotism, too, in poignant ways.

In one public service TV spot, Sailors of all pay-grades hold up pictures of family members before the camera telling who's in the photo to show why they serve.

"It's not for ourselves alone that we serve," the announcer says.

The latest advertising weapons in the arsenal will unleash a retooled television campaign with four commercials, five radio ads and numerous print ads.

In one, missiles launch off a ship and aircraft. The ad says: "Studying rocket science is more fun when you actually have rockets."

"It really gets across the technology of the Navy," Hays said.

The agency has pulled out the heavy artillery with Hollywood stars among the constellations of past advertising campaigns.

It used footage without charge, for example, from the 20th Century Fox motion picture, "Behind Enemy Lines." The fictional 2001 movie chronicles the fight for survival of an F/A-18 naval flight officer, played by actor Owen Wilson, shot down behind enemy lines during a reconnaissance mission over Bosnia. One TV commercial pulled a scene from the picture showing actor Gene Hackman, who starred as a Navy admiral plotting a daring rescue of Wilson.

"To get Gene Hackman costs \$10 million," Hays said. "We don't have that kind of money."

In a prescient foretelling of the Sept. 11, 2001, terrorist attacks, the ad writers came up with the now popular slogan "Life, liberty and the pursuit of all those who threaten it." It had been set for release the day before the attack on American soil.

"The timing was just amazing," Donald said.

With the United States engaged in the Global War on Terrorism, the civilian ad writers accustomed to writing commercials about everything from vacuum cleaners to trucks see a difference in serving on the Navy's campaign.

“People here actually vie to work on the account,” she said.

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NRNS03904-05. Craven to Drive RCR’s No. 29 ESGR Entry at Chicagoland Speedway

WELCOME, N.C. (June 11, 2004) - Ricky Craven will pilot the Richard Childress Racing (RCR) No. 29 Employer Support of the Guard and Reserves (ESGR) Chevrolet Monte Carlo in the July 10 Twister 300 NASCAR Busch Series race at Chicagoland Speedway.

Craven, of Newburgh, Maine, was the 1992 NASCAR Busch Series Rookie of the Year and finished second in the points standing in 1993 and 1994. He has two Busch series wins, and eight top-five and 16 top-10 finishes.

“It is a great honor, especially under the circumstances with so many men and women deployed overseas right now,” said Craven. “It’s a wonderful time to be representing them and highlighting the great employers that support these people and their families while they are out protecting our country for all of us at home who are able to have our lives remain intact.”

ESGR is a Department of Defense agency whose mission is to gain and maintain employer support from all public and private employers for the men and women who serve in the National Guard and Reserves.

ESGR and RCR have brought together some of NASCAR’s biggest stars for a five-race salute to America’s supportive employers of National Guardsmen and Reservists. Bobby Labonte finished 11th at Texas Motor Speedway and Tony Stewart brought home a second place finish at California Speedway. After Craven’s run at Chicagoland Speedway, Kerry Earnhardt will drive at Dover, Del., International Speedway on Sept. 25 and Kevin Harvick will run the car at Homestead-Miami Speedway Nov. 20.

RCR has been involved with the ESGR since signing a letter of support for the group at Lowe’s Motor Speedway in October 2002. Since then, Childress has twice visited U.S. military troops stationed overseas on behalf of the ESGR, including a six-day trip this past New Year’s to Kuwait and Qatar. RCR cars carried the ESGR logo at one time or another last season, including all five competing in the 2003 Daytona 500 weekend.

ESGR operates through a network of more than 2,000 volunteers throughout 55 committees located in each state, the District of Columbia, Guam, Puerto Rico, the Virgin Islands and Europe.

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